

CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **George Dimitriou** has participated in the following course from April 2020 to April 2020:

Making Content – How to Make Digital Content

The course provided knowledge for effective and efficient content production using the Content Marketing Excellence® method from Crispy Content®.

In a concentrated form, tried and tested strategies and tactics were presented, which can be used in everyday life in companies of any size, in any industry and at any level of maturity.

The following topics were covered:

- The definition of content
- The analysis of target groups
- The development of personas
- The data-based development of topics and thematic contexts
- The customer journey
- The organization of content
- The production of content



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